

Message Text

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PAGE 01 BOGOTA 00920 021644Z

61

ACTION ARA-20

INFO OCT-01 ISO-00 USIE-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 SAM-01 DRC-01 /057 W

----- 047642

R 012243Z FEB 74

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 1156

INFO USDOC WASHDC

AMCONSUL CALI

AMCGNSUL MEDELLIN

UNCLAS BOGOTA 920

E O 11652 NA

TAGS BEXP

SUBJ: COMMERCIAL PRESENCE FAIRS

REF STATE 243170

PASS USIS

1. CHARGE D'AFFAIRES HOSTED CHAMPAGNE PRESS CONFERENCE HIS OFFICE JAN 31 TO ANNOUNCE THAT USG WILL FOR FIRST TIME ESTABLISH U S PAILION WITHIN TENTH INTERNATIONAL FAIR OF BOGOTA JUL 13-28/74. CHARGE NOTED THAT THIRTY-ONE PRIVATE EXHIBITORS HAVE ALREADY COMMITTED

SEVENTY PERCENT OF AVAILABLE SPACE (CHECKS FOR ADMINISTRATIVE FEE IN HAND) WHILE ANOTHER TWELVE EXHIBITORS HAVE TENTATIVELY RESERVED REMAINING THIRTY PERCENT. CHARGE SAID THIS RESPONSE HAS DEMONSTRATED THAT COLOMBIAN REPS OF U S GOODS ARE AS INTERESTED IN HAVING U S EXHIBITION AS THE EMB IS IN ORGANIZING AND ADMIN-ISTERING ONE.

2. PRESS CONFERENCE VERY WELL ATTENDED. INITIAL MEDIA COVERAGE PROMOTED BY USIS EXCELLENT. FAIR AUTHORITIES COOPERATED IN DISSEMINATION AND PROMOTION OF PUBLICITY MATERIALS. ALSO PRESENT AT PRESS CONFERENCE WAS OSCAR PEREZ, MANAGER BOGOTA FAIR WHO LAUDED
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U S DECISION AT LAST TO GIVE BOGOTA FAIR A TRY UNDER FAVORABLE

CONDITIONS OF INCREASINGLY STRONG COLOMBIAN ECONOMY. EXECUTIVE DIRECTOR OF COLOMBIAN-AMERICAN CHAMBER OF COMMERCE SPOKE AS WELL. PAO DESCRIBED USIA "TREASURES IN SPACE" EXHIBIT PROGRAMMED FOR U S PAVILION. SPACE CENTERPIECE IS OBJECT OF GREAT INTEREST TO COLOMBIAN PUBLIC.

3. CHARGE TOLD THOSE IN ATTENDANCE THAT THOUGH U S DEPT OF COMMERCE WAS NOT PARTICIPATING DIRECTLY IN U S PAVILION, USDOC HAD COOPERATED BY PROVIDING THE TALENTS OF DESIGNER CHRISTOPHER CANONICO, NOW IN BOGOTA JAN 31 TO FEB 2. MR CANONICO EFFECTIVELY EXPLAINED HIS PRELIMINARY DESIGN PLANS. HE UTILIZED COLORED DRAWINGS PREPARED UNDER HIS GUIDANCE BY USIS THAT DAY. (USDOC EARLIER MADE SERVICES OF DAVID EARLE AVAILABLE FOR CONSULTATION IN NOV IN CONNECTION WITH MR EARLE'S VISIT TO BOGOTA ON TRADE MISSION).

4. POST WOULD WELCOME FURTHER ACTIVE USDOC PARTICIPATION THRU PROVISION OF FUNDS FOR PLANNED RECEPTION/INFO AREA (US\$1,294.00), BUSINESSMEN'S LOUNGE (US\$1,988.00), AND THE CONSTRUCTION OF 400 INTERLOCKING, UNIFORM DISPLAY TABWES (US\$1,600.00) FOR A TOTAL OF US\$4,782.00.

5. PROVISION THESE RESOURCES WOULD NOT ONLY BUTTRESS POST'S STARKLY LIMITED BUDGET FOR US EXHIBITION BUT COULD INVOLVE FULL USDOC IDENTIFICATION WITH EXHIBITION IF USDOC SO DESIRED.

6. EMB GRATEFUL FOR EXTREMELY HELPFUL AND TIMELY SERVICES CHRISTOPHER CANONICO AND WOULD LIKE REPEAT VISIT BY MR CANONICO IF POSSIBLE DURING CONSTRUCTION PHASE OF PAVILION. WHITE

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